

ORDER



Orders
Order / Rev: 719329
Alt Order #: 06358456
Product Desc: OBAMA SCHED C
Estimate: 1904
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/01/12 / 10/01/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	50	\$53,400.00	\$45,390.00
10/29/12	11/04/12	13	\$10,000.00	\$8,500.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	\$53,400.00	\$45,390.00	0.00
November 2012	13	\$10,000.00	\$8,500.00	0.00
Totals	63	\$63,400.00	\$53,890.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/23/12	10/29/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$450.00		0.00				
2	WUSA	10/23/12	10/29/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$850.00		0.00				
3	WUSA	10/23/12	10/29/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$700.00		0.00				
4	WUSA	10/23/12	10/29/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	9	\$900.00	P-2	0.00	NM	9	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			9		\$900.00		0.00				
5	WUSA	10/23/12	10/29/12	3-4p The Doctors	CM	3-4p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$500.00		0.00				
6	WUSA	10/23/12	10/29/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 719329
 Alt Order #: 06358456
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED C
 Estimate: 1904

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WUSA	10/23/12	10/29/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		5			\$750.00			0.00			
7	WUSA	10/23/12	10/29/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		3			\$450.00			0.00			
8	WUSA	10/23/12	10/29/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		3			\$500.00			0.00			
9	WUSA	10/23/12	10/29/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		3			\$300.00			0.00			
10	WUSA	10/23/12	10/29/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		3			\$700.00			0.00			
11	WUSA	10/23/12	10/29/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		3			\$900.00			0.00			
12	WUSA	10/23/12	10/29/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		5			\$800.00			0.00			
13	WUSA	10/28/12	10/28/12	CBS Evening News Sun CBS Evening News	CM	6-630P	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$600.00			0.00			
14	WUSA	10/28/12	10/28/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$400.00			0.00			
15	WUSA	10/23/12	10/29/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		5			\$1,800.00			0.00			
16	WUSA	10/23/12	10/23/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----		1			\$14,000.00			0.00			
17	WUSA	10/27/12	10/27/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$2,500.00			0.00			
Totals													63	\$63,400.00	